

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 15570 290827Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----001588 292055Z /62
R 290757Z AUG 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0759

UNCLAS TOKYO 15570

FOR OIM/GARNITZ/EISELT

EO 11652: NA
TAGS: BEXP, JA
SUBJECT: 1979 MARKET PROMOTION CONTRACT

REF: (A) USDOC 15425, (B) USTC/OIM TELEX AUG 22

REF B SUGGESTED GENERAL CHANGES IN LANGUAGE OF EXPECTED
MP CONTRACT BUT FOLLOWING CHANGES ARE RECOMMENDED
SPECIFICALLY FOR TOKYO:

1. ELIMINATE ALL REFERENCES TO REPFIND ACTIVITY BECAUSE
IT IS HANDLED BY EMBASSY.
2. ELIMINATE ALL REFERENCES TO ARTWORK PREPARATION BECAUSE
THIS ACTIVITY IS CARRIED OUT BY DESIGN CONTRACTOR IN TOKYO.
TC IS OF OPINION THAT WE GET A BETTER INTEGRATED DESIGN
WHEN ONE CONTRACTOR HANDLES THE ENTIRE PACKAGE.
3. PAGE 7 LAST PARAGRAPH LINE 11: ADD "OR POSTCARD
ANNOUNCEMENT" AFTER PRE-SHOW FLYER. BUDGETARY LIMITATIONS
HAVE PREVENTED TC FROM USING FLYERS.
4. PAGE 6 1.A. LINE 26 SHOULD READ "AND OTHER INFORMATION
WHICH IS AVAILABLE AT THAT TIME SUPPLIED BY THE EXHIBITORS..
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...." PRESENT LOCAL MPC HAS CONTINUALLY DELAYED
PRESENTATION OF MP PLAN BASED ON LACK OF COMPLETE OR ALMOST
COMPLETE EXHIBITORS INFORMATION. FYI, TC RECORDS OF PAST
EVENTS SHOW THAT 44 PERCENT OF PA'S AND 36 PERCENT OF
MARKETING DATA FORMS HAVE BEEN RECEIVED 12 WEEKS BEFORE
OPENING. MANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO15570
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780353-0033
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780811/aaaaajab.tel
Line Count: 61
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 64a71759-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1568830
Secure: OPEN
Status: NATIVE
Subject: 1979 MARKET PROMOTION CONTRACT
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/64a71759-c288-dd11-92da-001cc4696bcc
Review Markings:
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